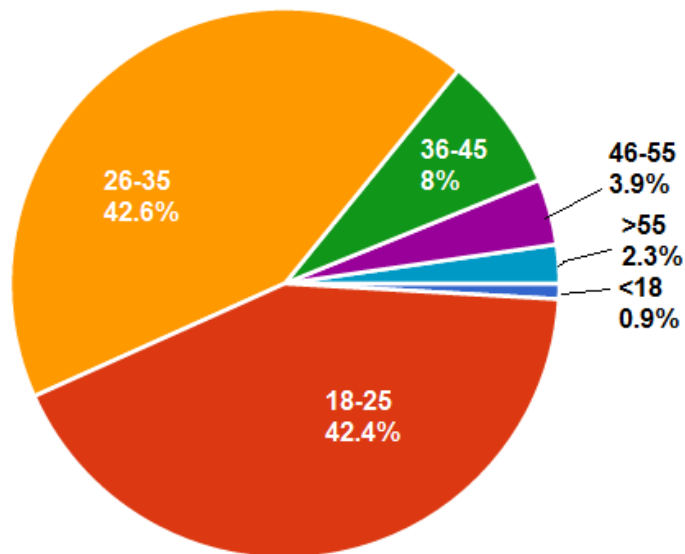


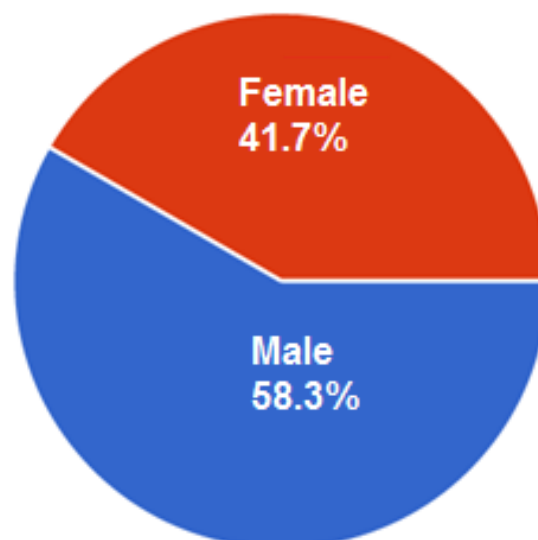
Male Pattern Baldness Survey Results

The following document summarizes the results of our survey on male pattern baldness, conducted in Israel, to which 439 people responded.

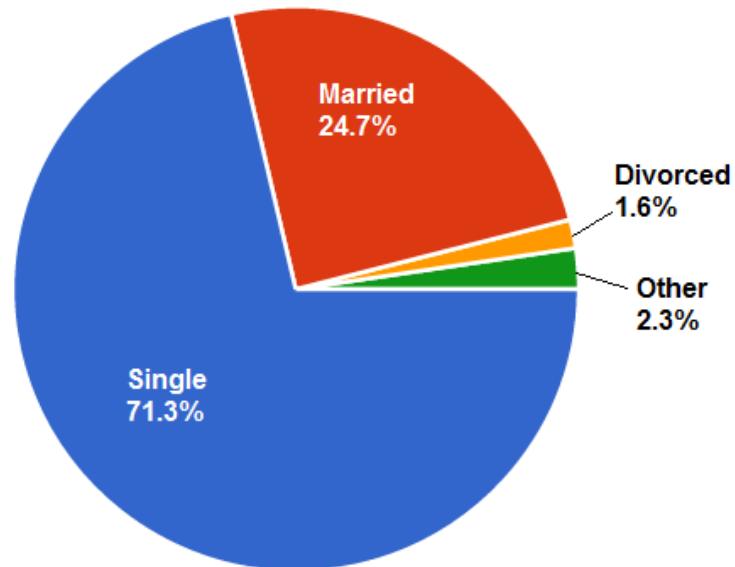
What is your age?



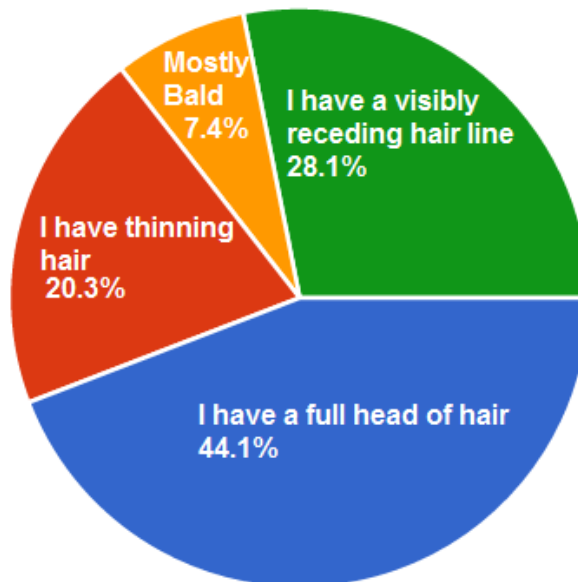
What is your gender?



What is your marital status?



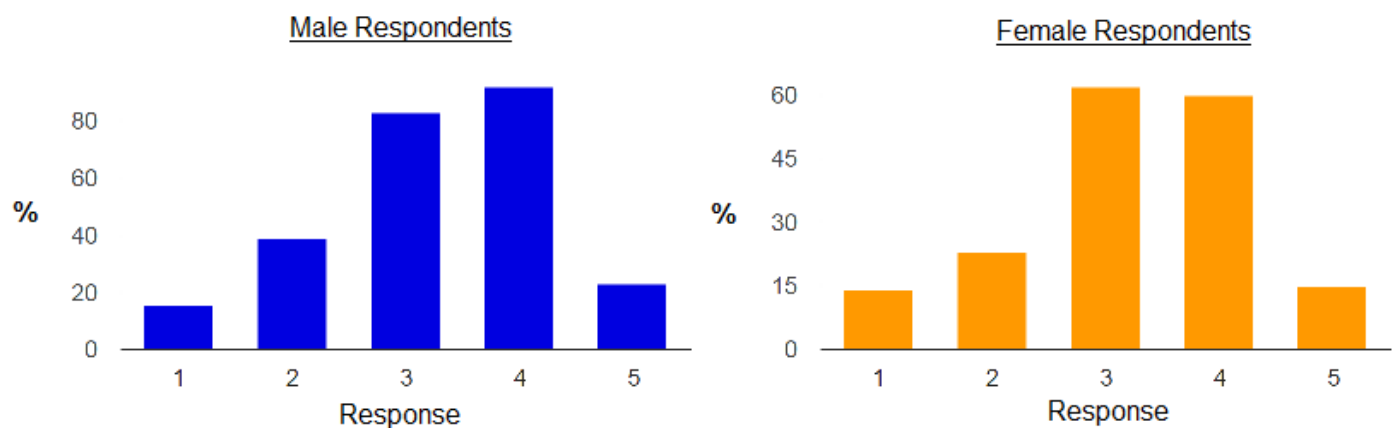
Asked to men only: Which sentence best describes you?



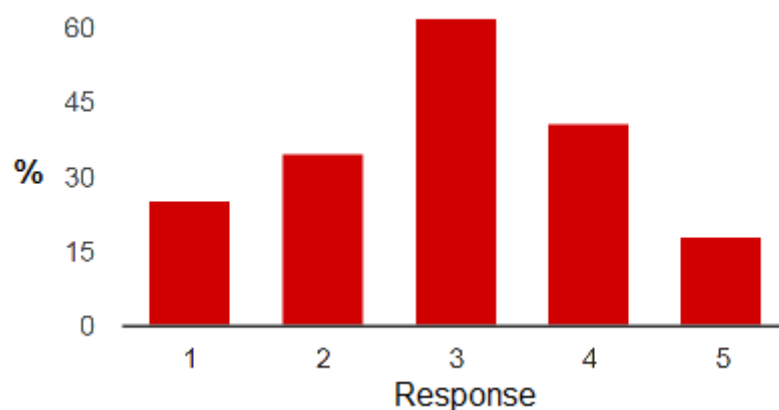
What, in your opinion, causes male pattern baldness (open question)?

Genetics, the environment- weather, stress, nutrition, physical health, mental health, mistreatment of the hair, I don't know, testosterone, hormonal changes, lack of sleep, the Y chromosome, God, age, cancer, hereditary enzymes, skepticism, dead hair cells, styling products, 80% genetics and 20% stress and nutrition, messed up genes, the terrible nature, lifestyle, climate, DHT.

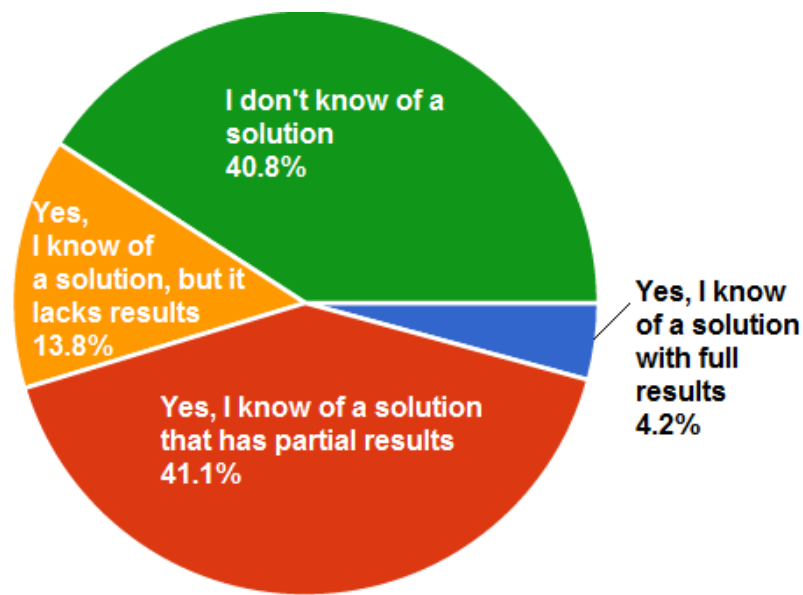
On a scale of 1 to 5 (1 being "not at all", 5 being "a serious problem"), how much does baldness effect men physiologically and socially?



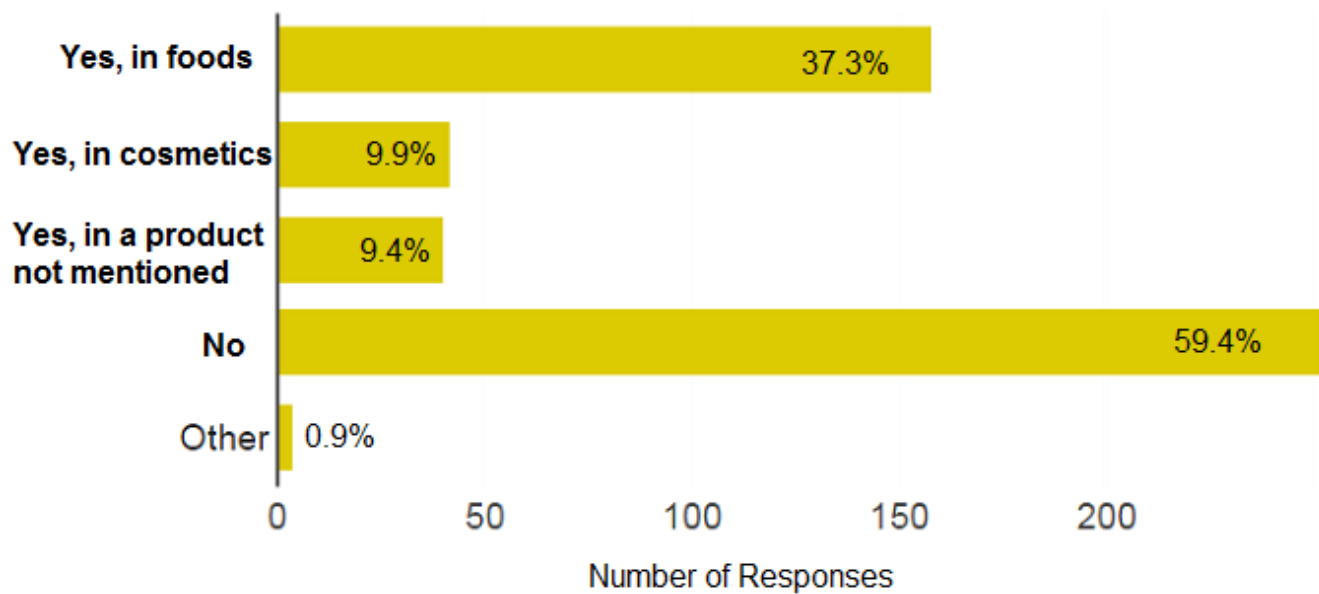
Asked to women only: In your opinion, how does baldness negatively influence selection of a romantic partner (1 being "no influence at all", 5 being "a big influence")?



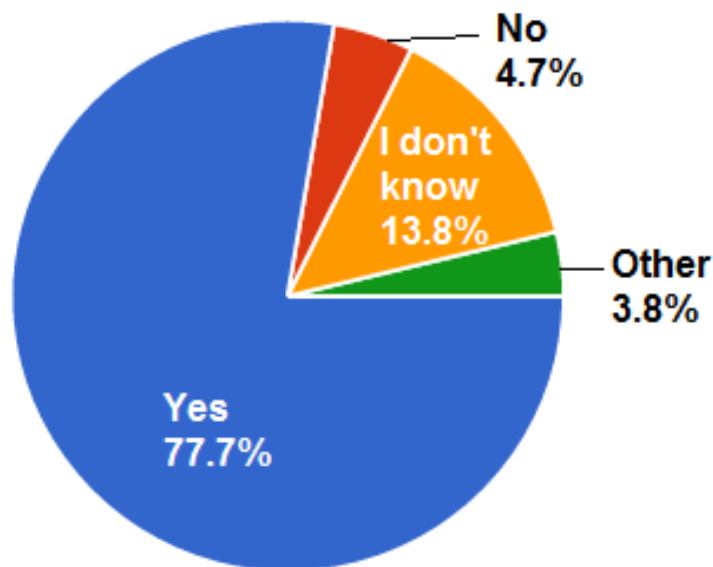
Do you know of a solution for male pattern baldness on the market?



Have you heard of products incorporating bacteria?



Do you think balding men would use a product which incorporates bacteria naturally found on the scalp, which have been genetically modified to prevent male pattern baldness?



What, in your opinion, might prevent balding men from using a product incorporating bacteria naturally found on the scalp, which have been genetically modified to prevent male pattern baldness?

